

ORDER



Orders
Order / Rev: 704247
Alt Order #: 06261657
Product Desc: OBAMA SCHED C
Estimate: 1549
Flight Dates: 08/04/12 - 08/18/12
Original Date / Rev: 08/02/12 / 08/15/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact: K Keuleman
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/05/12	5	\$12,420.00	\$10,557.00
08/06/12	08/12/12	32	\$53,440.00	\$45,424.00
08/13/12	08/19/12	33	\$44,720.00	\$38,012.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	70	\$110,580.00	\$93,993.00	0.00
Totals	70	\$110,580.00	\$93,993.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTSP-TV	23%	\$110,580.00
Market	100%	\$480,782.61

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	22%	\$105,772.17
WFTS	19%	\$91,348.70
WMOR	1%	\$4,807.83
WTOG	0%	\$0.00
WTTA	1%	\$4,807.83
WTVT	32%	\$153,850.43
WVEA	0%	\$0.00
WWSB	2%	\$9,615.65
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/10/12	08/17/12	Bucs Primetime Game	CM	730-1030p	----F--	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
CSI: NY EFF: 3/30/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----F--		2				\$4,000.00		0.00			
	Week:	08/13/12	08/19/12	----F--		2				\$4,000.00		0.00			

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Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1549

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/10/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
CSI: NY EFF. 3/30/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	2		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WTSP	08/13/12-08/19/12		Bucs Primetime Game		730-1030p	-----F----	:30		(\$4,000.00)		0.00	NM		
Credited [move to line 20]															
4	WTSP	08/13/12-08/19/12		Bucs Primetime Game		730-1030p	-----F----	:30		(\$4,000.00)		0.00	NM		
Credited [move to line 20]															
N20	WTSP	08/17/12	08/17/12	Bucs Overnight Game Bucs Overnight Game	CM	Overnight	----F--	:30	2	\$4,000.00	P-4	0.00	NM	2	\$8,000.00
CSI: NY EFF. 3/30/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	2		\$4,000.00		0.00						
N21	WTSP	08/18/12	08/18/12	Bucs Weekend Game Bucs Weekend Game	CM	Weekend Game	-----S-	:30	2	\$0.00	PKG	0.00	NM	2	\$0.00
CSI: NY EFF. 3/30/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	2		\$0.00		0.00						
													Totals	70	\$110,580.00